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# What Does the 2020 Census Mean for Libraries

February 6, 2020

**Presented by:**

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# United States<sup>®</sup> Census 2020

The goal of the 2020 Census is to count everyone once, only once and in the right place. The Census Bureau will continue to improve its use of mobile technology, geospatial innovations, and internet self-response.

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WHO?

WHY?

WHERE?

HOW?

WHEN?

WHAT?

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## Article 1, Section 2 of the US Constitution

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.

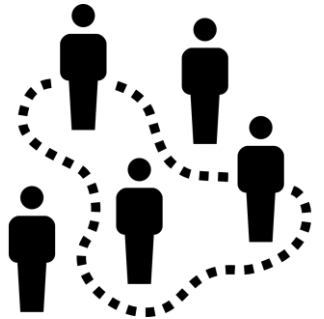
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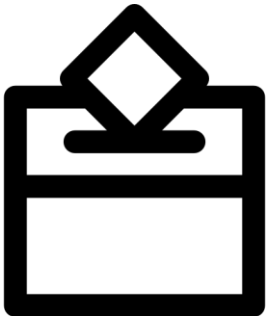
# Uses of Census Data



**Apportion** representation among states.



**Draw** congressional, legislative, and school districts and voting precincts.



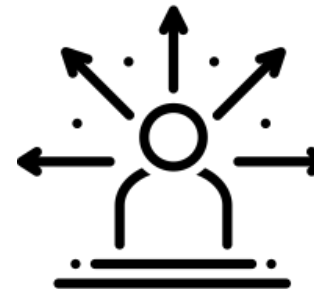
**Enforce** voting rights and civil rights legislation.



**Distribute** \$675 billion federal dollars back to states.



**Inform** decisions of federal, tribal, state and local government.



**Inform** organizational decisions of businesses and nonprofits.

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# Key Data Collection Dates

- Early 2020
  - March 12, 2020
  - April 1, 2020
  - May 2020
  - August 2020
  - December 31, 2020
- Group Quarters Start
  - Self Response Starts
  - **CENSUS DAY**
  - Non-Response Follow-Up Starts
  - Data Collection Complete
  - Counts Delivered to President

**35**

**Days to Self Response Start**  
(March 12, 2020)

**55**

**Days to Census Day**  
(April 1, 2020)

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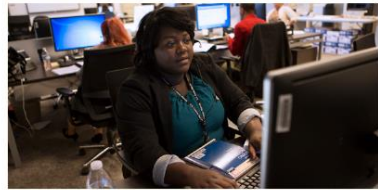
# 4 Ways To Respond



## 1. Secure Internet

*New and Quick, Respond Online.*

It's safe, secure and confidential. Your information and privacy are protected. It's economical both for you and for the taxpayers. It's greener saving trees and it's user friendly—offering you help screens and the ability to review your answers.



## 2. Respond by Phone

Our numerators are ready to take you your information question by question from the convenience of your phone from any location.



## 3. Respond by Mail

Wait until you receive your paper form through the mail or dropped at your residence. It can be filled out at home and dropped into your mailbox or post office.



## 4. In-person Interview

Our numerators will visit residences that choose not to self respond.

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# 2020 Census Informational Questionnaire

## Start here

OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**

Mark ☒ all that apply.

☐

Children, related or unrelated, such as newborn babies, grandchildren, or foster children

☐

Relatives, such as adult children, cousins, or in-laws

☐

Nonrelatives, such as roommates or live-in babysitters

☐

People staying here temporarily

☐

No additional people

**3. Is this house, apartment, or mobile home — Mark ☒ ONE box.**

☐

Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*

☐

Owned by you or someone in this household free and clear (without a mortgage or loan)?

☐

Rented?

☐

Occupied without payment of rent?

**4. What is your telephone number?**

We will only contact you if needed for official Census Bureau business.

Telephone Number

[Form number removed]

Person 1											
Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.											
What is Person 1's name? Print name below:											
First Name						MI					
Last Name(s)											
What is Person 1's sex? Mark <input checked="" type="checkbox"/> ONE box:											
<input type="checkbox"/> Male						<input type="checkbox"/> Female					
What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write the age.											
Age on April 1, 2020		Print numbers in boxes: Month      Day      Year of birth									
years											
NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.											
Is Person 1 of Hispanic, Latino, or Spanish origin?											
<input type="checkbox"/> No, not of Hispanic, Latino, or Spanish origin											
<input type="checkbox"/> Yes, Mexican, Mexican Am., Chicano											
<input type="checkbox"/> Yes, Puerto Rican											
<input type="checkbox"/> Yes, Cuban											
<input type="checkbox"/> Yes, another Hispanic, Latino, or Spanish origin - Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.											
9. What is Person 1's race?											
Mark <input checked="" type="checkbox"/> one or more boxes AND print origins.											
<input type="checkbox"/> White - Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.											
<input type="checkbox"/> Black or African Am. - Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.											
<input type="checkbox"/> American Indian or Alaska Native - Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow, Inupiat Traditional Government, Nome Eskimo Community, etc.											
<input type="checkbox"/> Chinese											
<input type="checkbox"/> Vietnamese											
<input type="checkbox"/> Native Hawaiian											
<input type="checkbox"/> Filipino											
<input type="checkbox"/> Korean											
<input type="checkbox"/> Samoan											
<input type="checkbox"/> Asian Indian											
<input type="checkbox"/> Japanese											
<input type="checkbox"/> Chamorro											
Other Asian - Print, for example, Pakistani, Cambodian, Hmong, etc.											
<input type="checkbox"/> Other Pacific Islander - Print, for example, Tongan, Fijian, Marshallais, etc.											
<input type="checkbox"/> Some other race - Print race or origin.											



# Confidentiality



- Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.
- The law states that the information collected may only be used for statistical purposes and no other purpose.

# Data Security

- Our cybersecurity meets the highest standards for protecting your information.
- From the moment we collect your responses, our goal — and legal obligation — is to keep them safe.
- Protected by strong authentication and authorization methods.
- Fully “locked down” so that it can only be accessed by fully vetted individuals who are trained in data and cyber security.



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# What Happens to the Data

## **REAL TIME UPDATES**

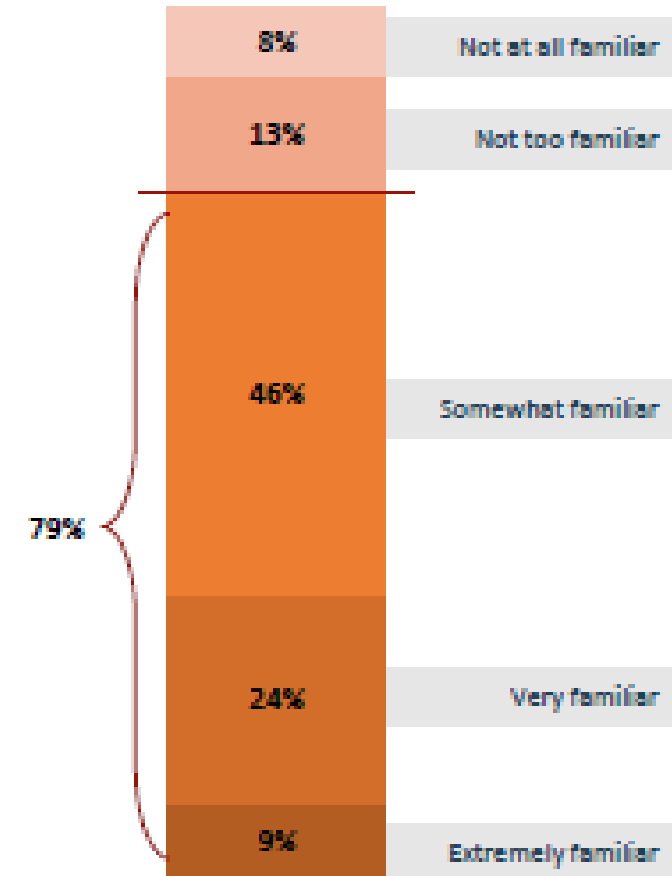
Currently, the plan includes the release of real time self-response rates by Census tract so that communities can monitor how their community is responding. CCCs can mobilize to address low response rates in their areas.

## **MOBILE QA**

The Census Bureau responded to the Joint Explanatory Statement for 2019 appropriation by proposing the Mobile Response Initiative. We are now calling this the Mobile Questionnaire Assistance Operation (MQA). We're in the planning stages now, developing a detailed operational plan and schedule.

# Reaching the Community

How familiar are you with the U.S. census?



## In their own words

“

*[What comes to mind when I hear 'census'?] I don't know. Isn't that like the people that want to know like everything? They send you letters to your house."*

*— American Indian and Alaska Native*

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# Barriers and Challenges



Apathy & Efficacy



Concerns about data  
confidentiality & privacy



Fear of  
Repercussions



Distrust in Government



Few Perceived  
Personal Benefits

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# Non-English Language Outreach

## El Censo del 2020

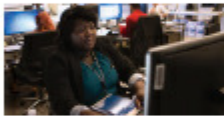
### 4 Formas de Responder



#### 1. Internet Seguro

Nuevo y Rápido, Responder En Línea.

Es seguro y confidencial. Tu información y privacidad están protegidas. Es económico para ti y para los contribuyentes. Es mejor salvar árboles y fácil de utilizar – ofreciendo pantallas de ayuda y la habilidad de repasar tus respuestas.



#### 2. Responder por Teléfono

Nuestros censistas están listos para hacer una pregunta por pregunta desde la casa o desde cualquier lugar.



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لتشكروا بأيديكم  
ملاحم مستقبلكم  
ابدؤوا من هنا >

## Phone and Internet

- English
- Chinese
- Korean
- Arabic
- Polish
- Japanese
- Haitian Creole
- Spanish
- Vietnamese
- Russian
- Tagalog
- French
- Portuguese

## Language Guides

Video language guides, print language guides and language glossaries in **59 non-English languages**.

## Paper Mailer

English and Spanish

## In-Person Interview

Numerous Community individuals hired to interview others in their own community and language.

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# Libraries and the Census

- Operational Impact
- Resourcing and Personnel
- Answering Questions from the Community



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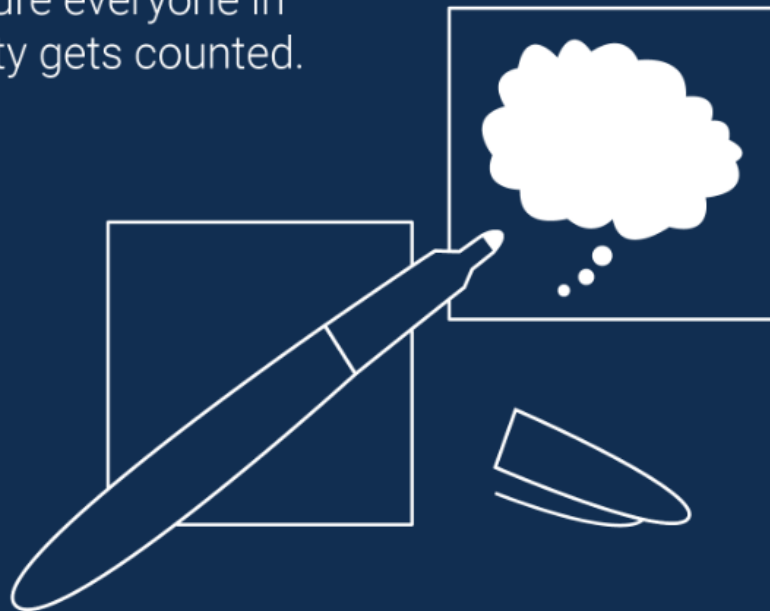
# What Libraries Can Do...



- Dedicated Computers
- Training Staff
- Become Ambassadors for the Census
- Talk About the Census with EVERYONE

# You can help.

You are the expert—  
we need your ideas on the best  
way to make sure everyone in  
your community gets counted.



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# Sharing Information

- Social Media
- Newsletters
- Your Organization
- Community Groups
- Public Events



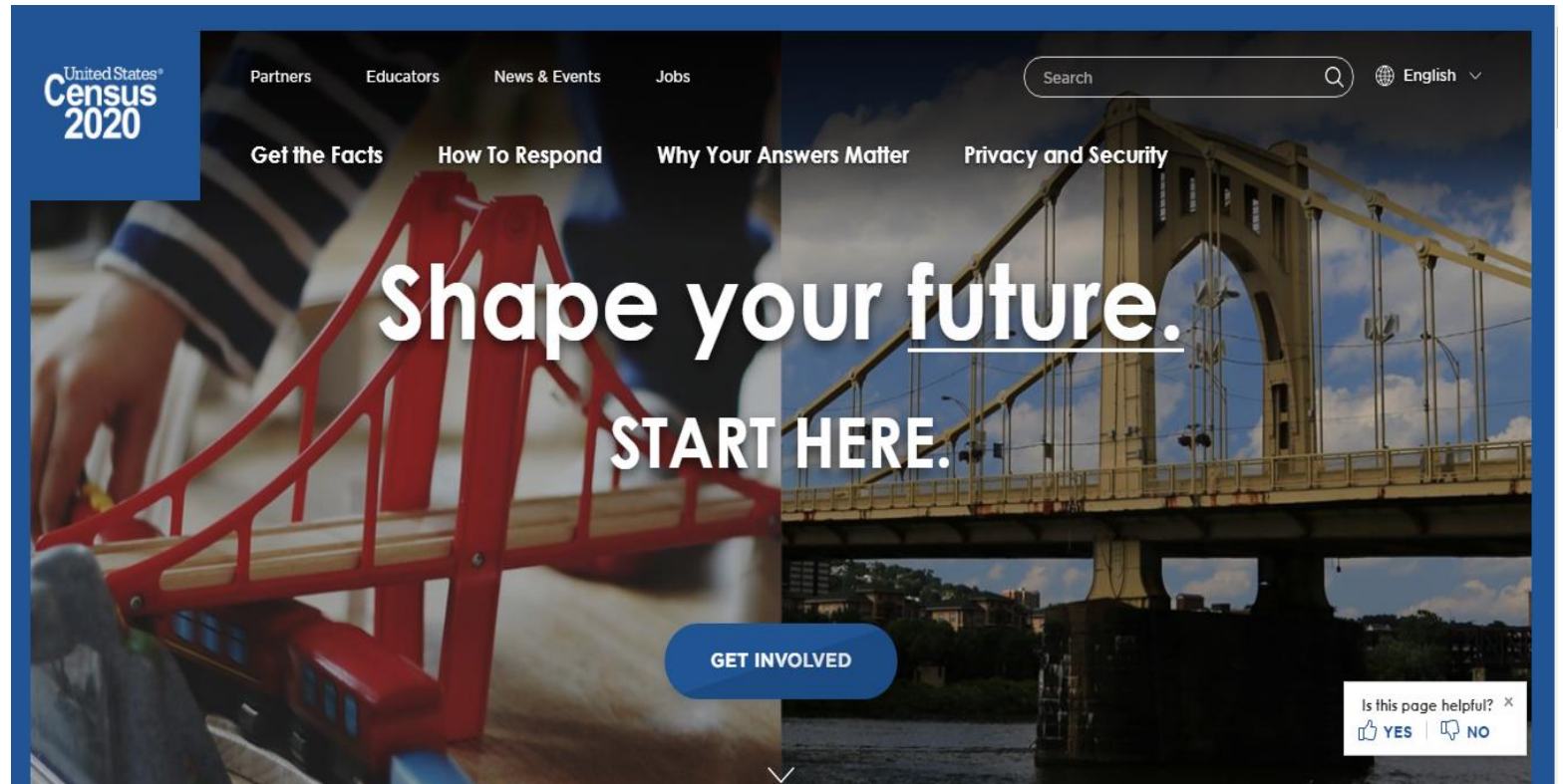
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# Tailored Messaging & Outreach Material

- Rural
- LGBTQ+
- Educators & Schools
- Hospitals & Clinics
- Black African American
- Faith Based
- Business
- American Indian and Alaska Native
- Government
- Hispanic
- Asian American
- Immigrant
- MENA



**[2020census.gov/partners](https://2020census.gov/partners)**

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# Q&A

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